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EDITOR & PUBLISHER
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Jim Copley Heads Freedoms Roll Call

James S. Copley, president of the Copley Press, La Jolla, California, has been appointed by Colonel John H. Glenn Jr. as general chairman of the 1966 Freedoms Roll Call, to head the annual educational campaign among newspapers and magazines.

The Roll Call, now in its sixth year, is conducted Feb. 14-28 by Freedoms Foundation at Valley Forge to alert every citizen to his rights and duties in a free America. The theme for this year's program is "Freedom—The More You Use It, the Longer It Lasts."

To help put across the message, the Foundation's volunteer ad agency, Fuller & Smith & Ross, New York, has prepared two ads, one titled, "Is Freedom Only Kid Stuff," the other, "You'd Like to Do Something for Freedom, but You Don't Know Where to Start—OK, Here Are Eleven Places."

The ads will be offered free in full, half and quarter page size mats. Each ad contains a coupon offering a free copy of Freedoms Handbook, a booklet which describes our rights under the Constitution and suggestions as to what individuals and groups can do to help maintain the American way.

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